



# WORLD SUMMARY: JULY 2018

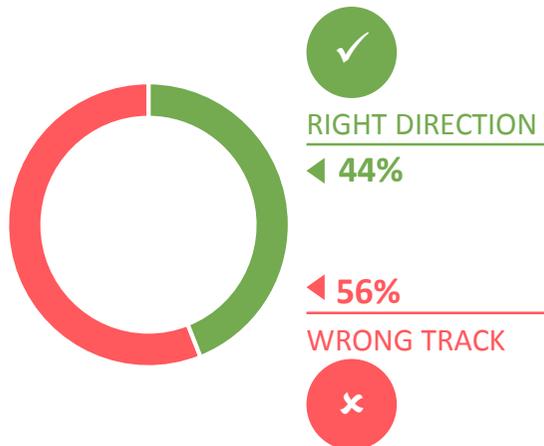
The majority (56%) of people around the world think things in their country are on the wrong track.

Unemployment currently occupies the top spot for global concern with 33% saying this.

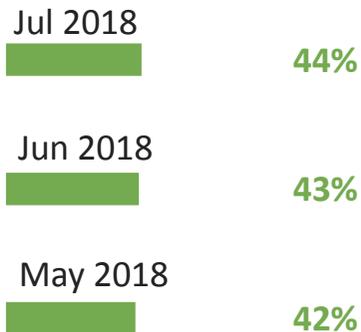
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

## RIGHT DIRECTION/ WRONG TRACK

July 2018



## RIGHT DIRECTION



Which three of the following topics do you find the most worrying in your country?\*

% change compared with previous month:

Jun 2018

Topic	Percentage	% change compared with previous month:
UNEMPLOYMENT 	33%	=
POVERTY & SOCIAL INEQUALITY 	33%	=
CRIME & VIOLENCE 	32%	▲ +1
FINANCIAL/POLITICAL CORRUPTION 	32%	▼ -2
HEALTHCARE 	24%	=

Base: Representative sample of adults aged 16-64 in 28 participating countries. c.18,000 per month  
Source: Global Advisor

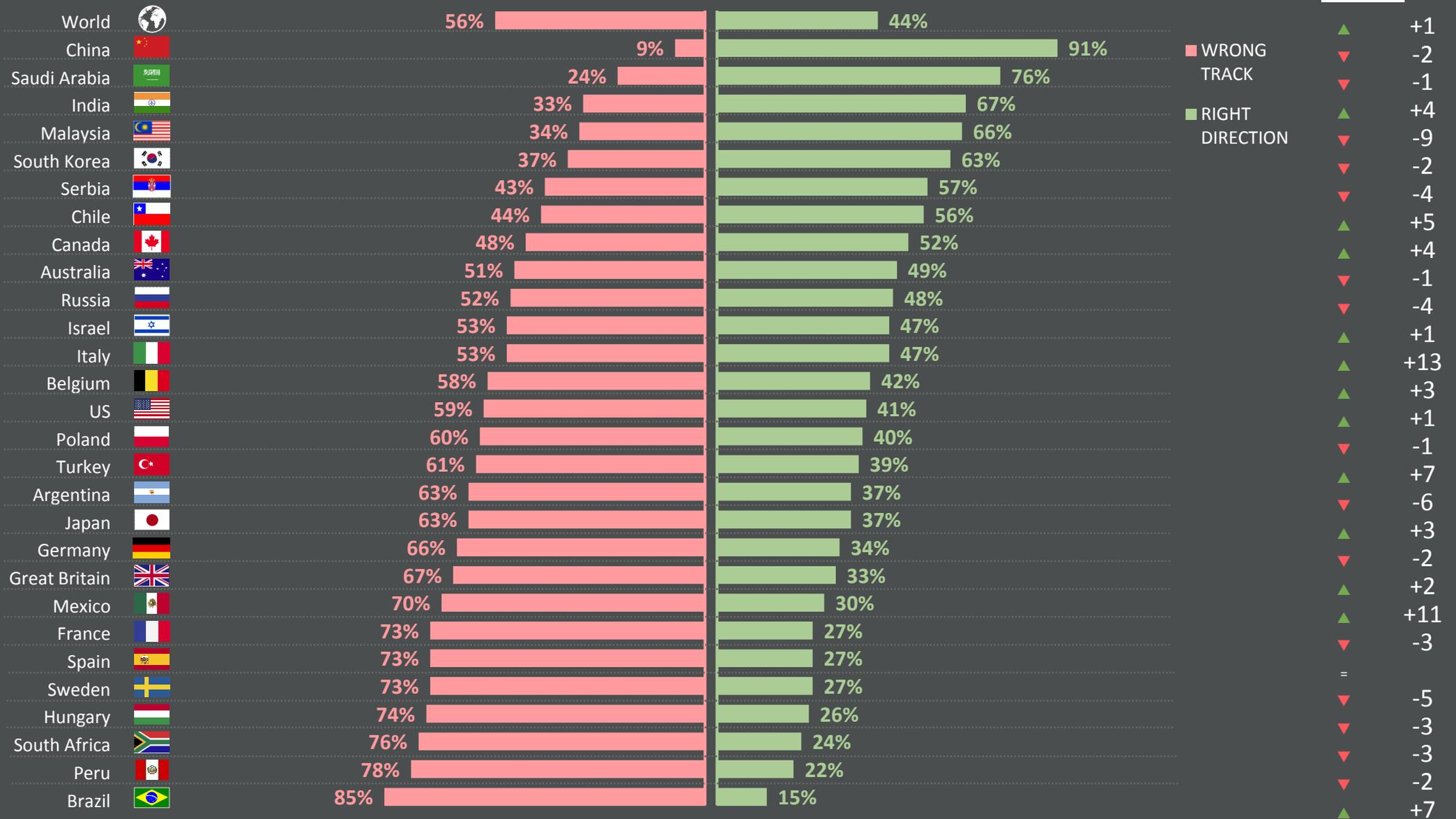
\*Please note that participants in China were not shown the full list of topics for this question. Financial/political corruption, poverty and social inequality, taxes, and rise of extremism were excluded from the list shown to Chinese participants.

# COUNTRY COMPARISON

## RIGHT DIRECTION/WRONG TRACK

% change compared with previous month:

Jun 2018

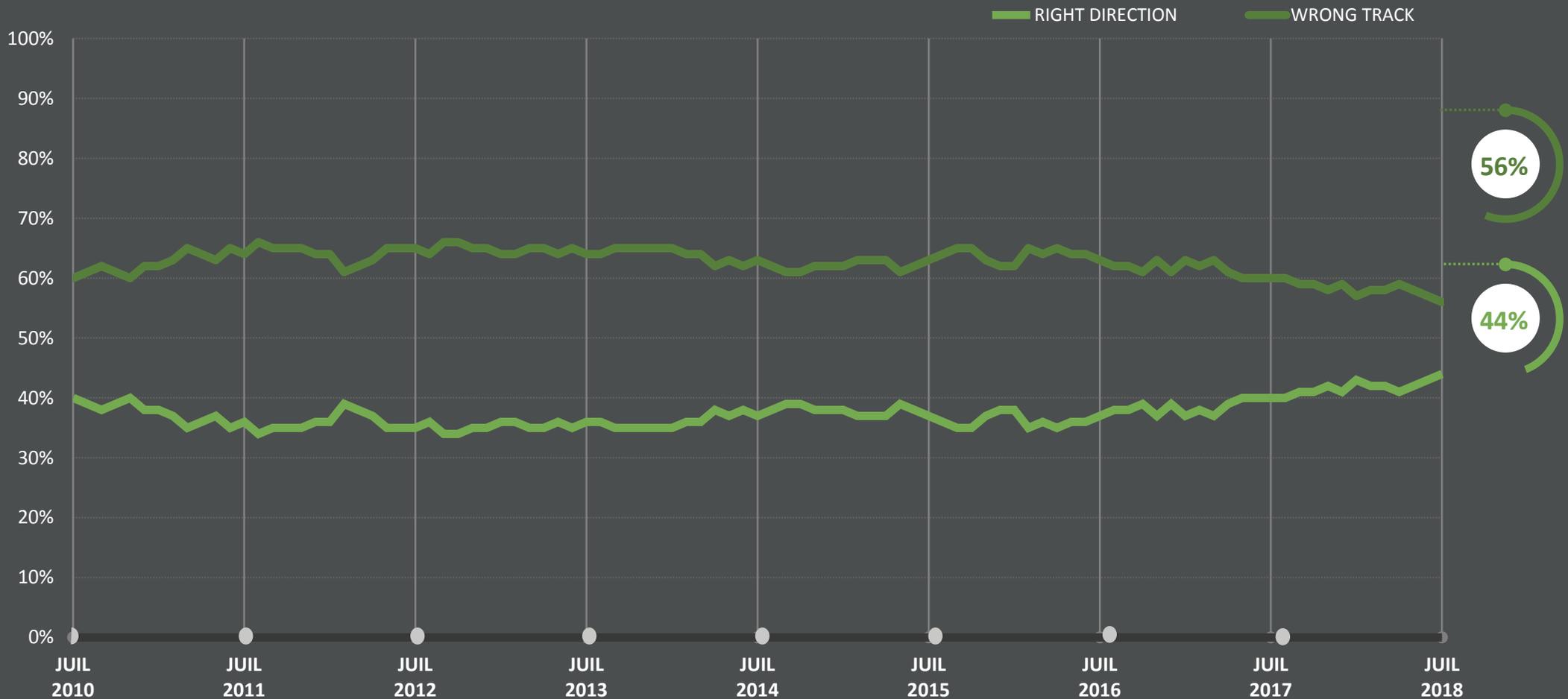


Base: Representative sample of 19,743 adults aged 16-64 in 28 participating countries, June 22nd 2018 - July 6th 2018.

Source: Global Advisor

# WORLD: RIGHT DIRECTION/ WRONG TRACK

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



Base: Representative sample of adults aged 16-64, c.18,000 – 20,000 per month.

Source: Global Advisor

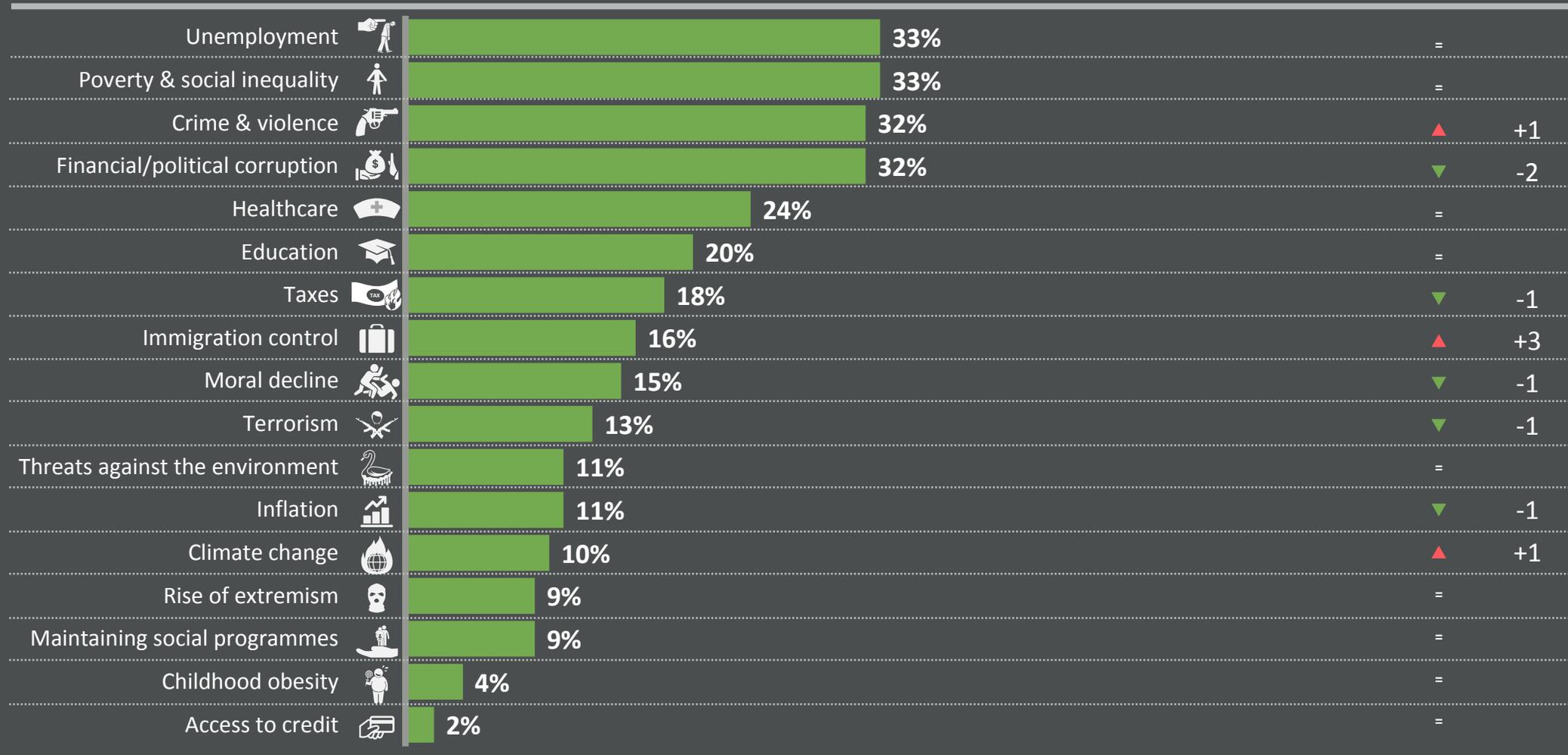
# WORLD WORRIES

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

Mentioned in July 2018 (%)

Jun 2018



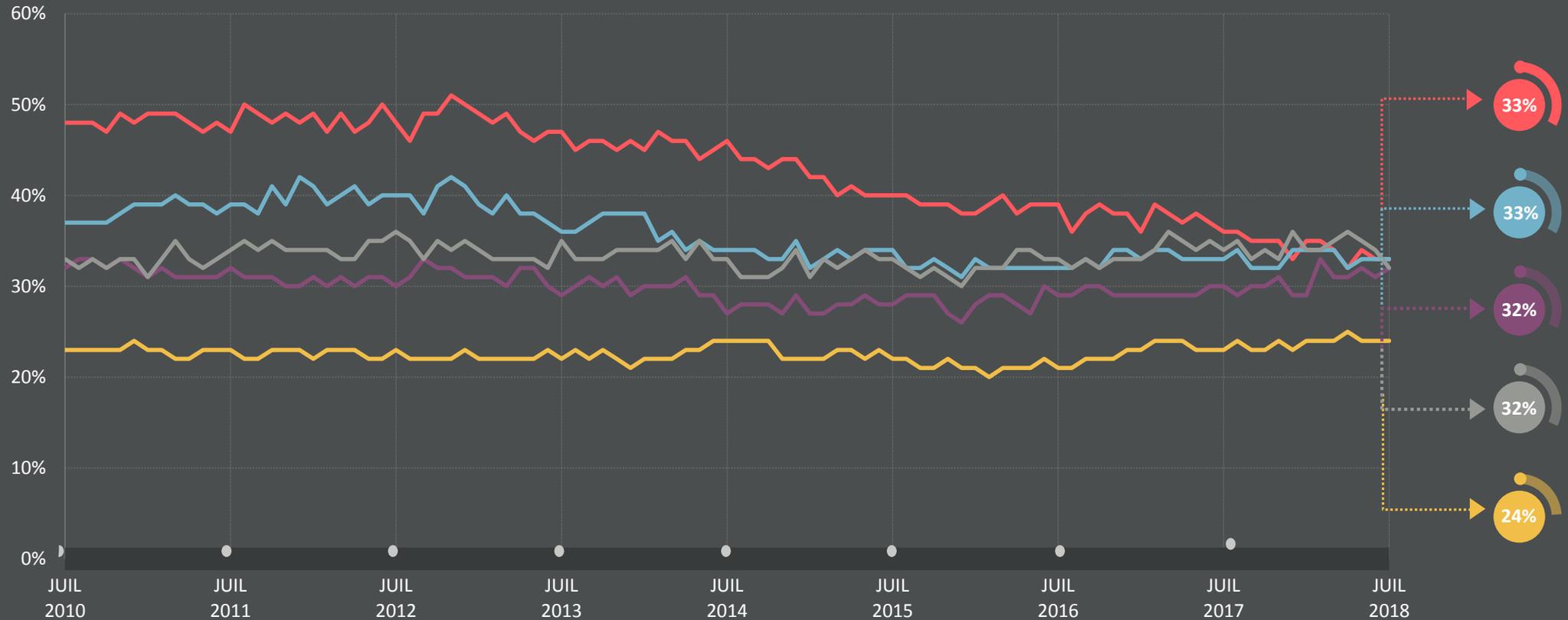
Base: Representative sample of adults aged 16-64. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

# THE WORLD'S CURRENT TOP 5 WORRIES:

## LONG-TERM TRENDS

Which three of the following topics do you find the most worrying in your country?





Unemployment



Poverty & social inequality



Crime & violence



Financial/political corruption



Healthcare

Base: Representative sample of adults aged 16-64, c.18,000-20,000 per month.

Source: Global Advisor

# WORLD WORRIES

## COUNTRY COMPARISON



- Top concern by country
- Top 3 concerns by country
- Country comparison of Great Britain's top 5 concerns

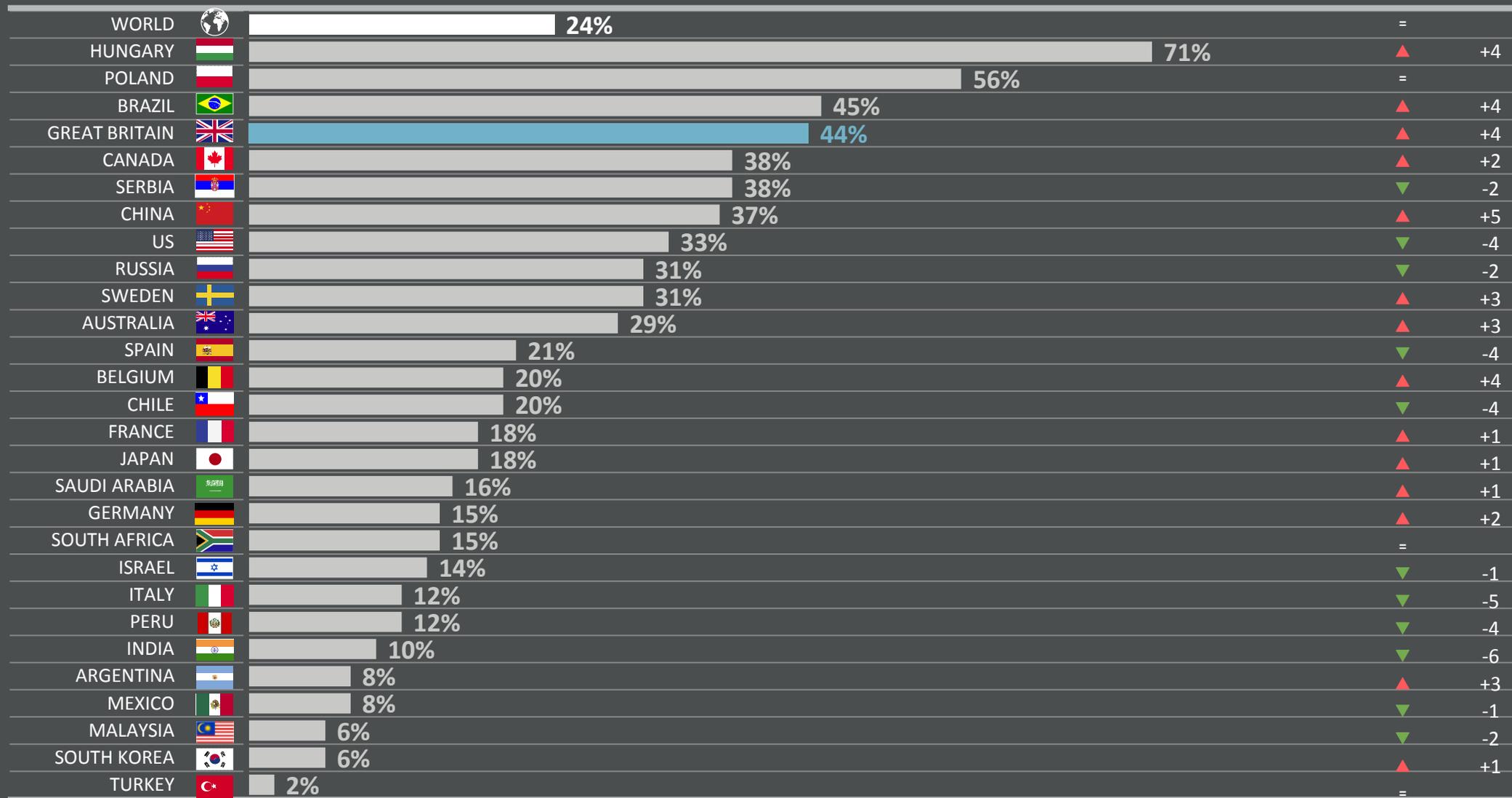
1 | HEALTHCARE

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

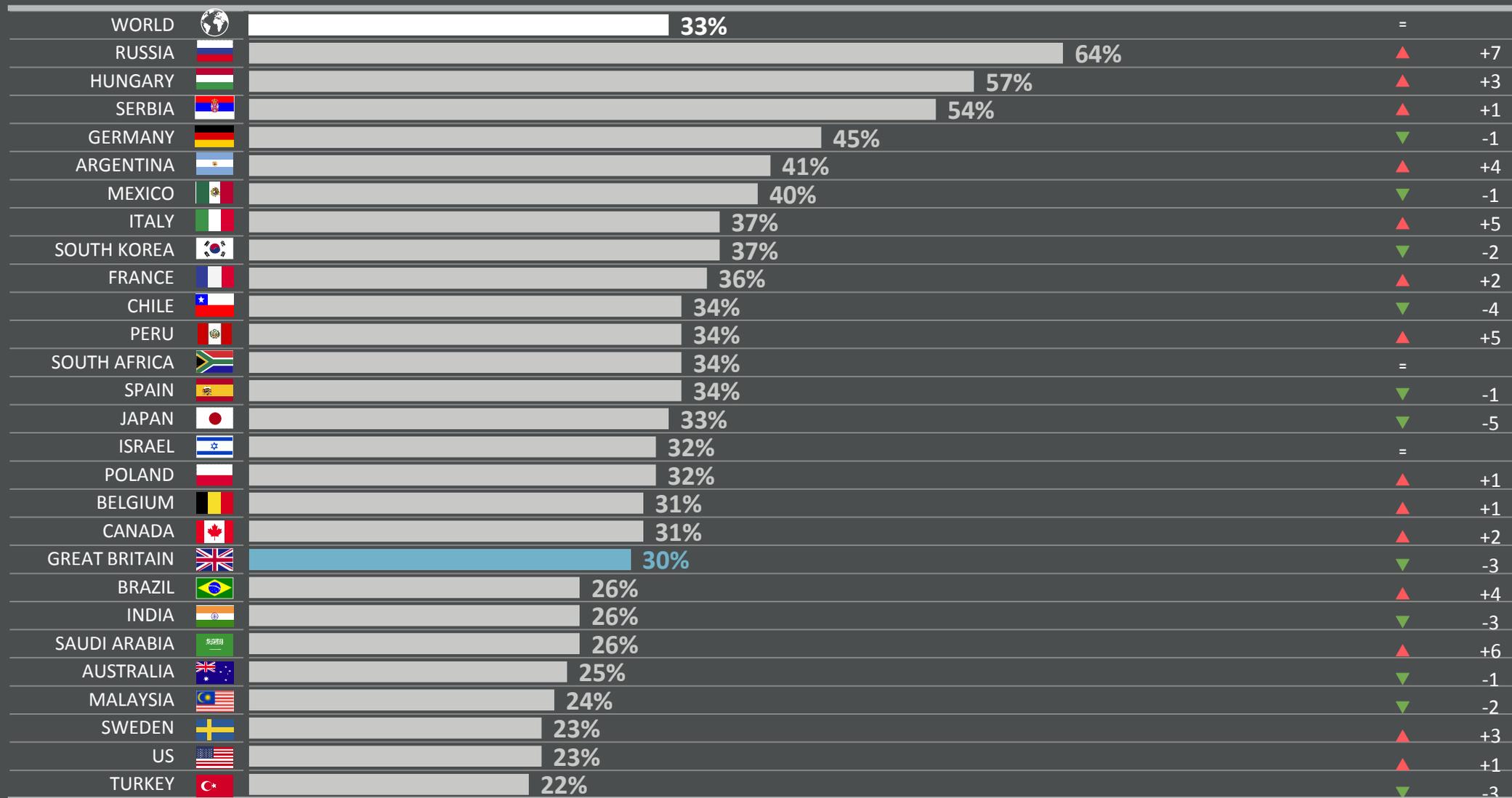
2 | POVERTY & SOCIAL INEQUALITY

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

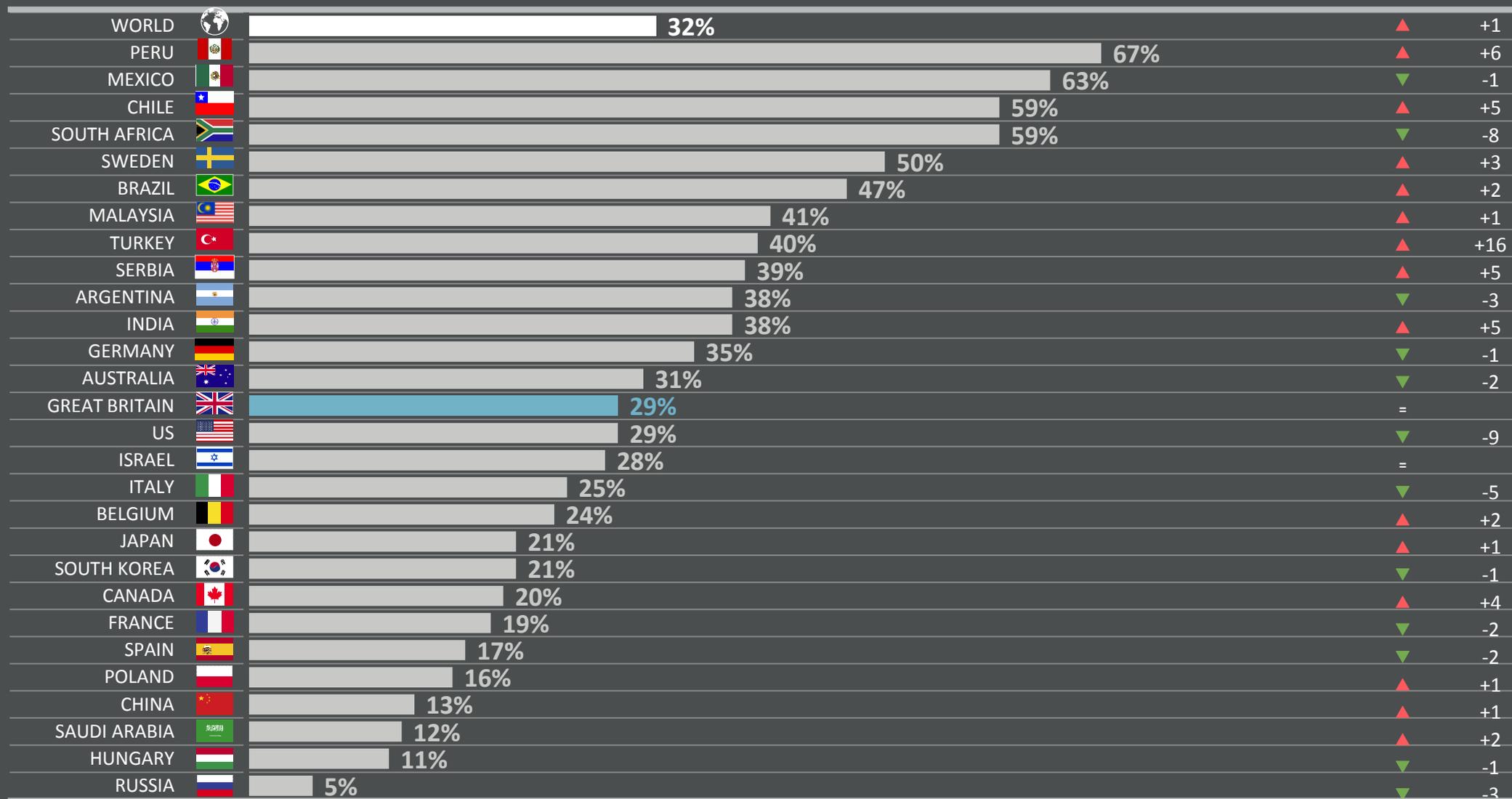
3 | CRIME & VIOLENCE

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

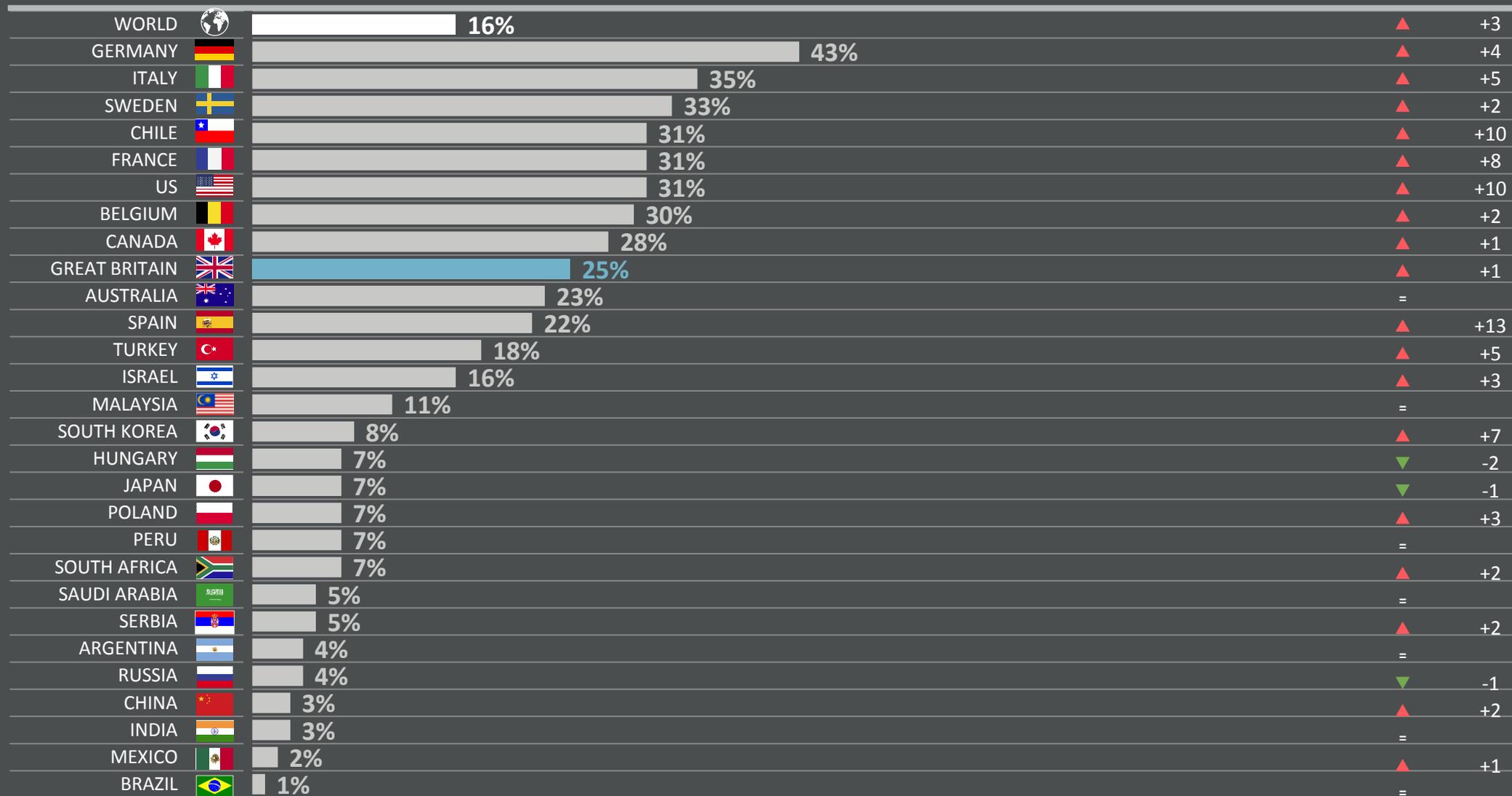
4 | IMMIGRATION CONTROL

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

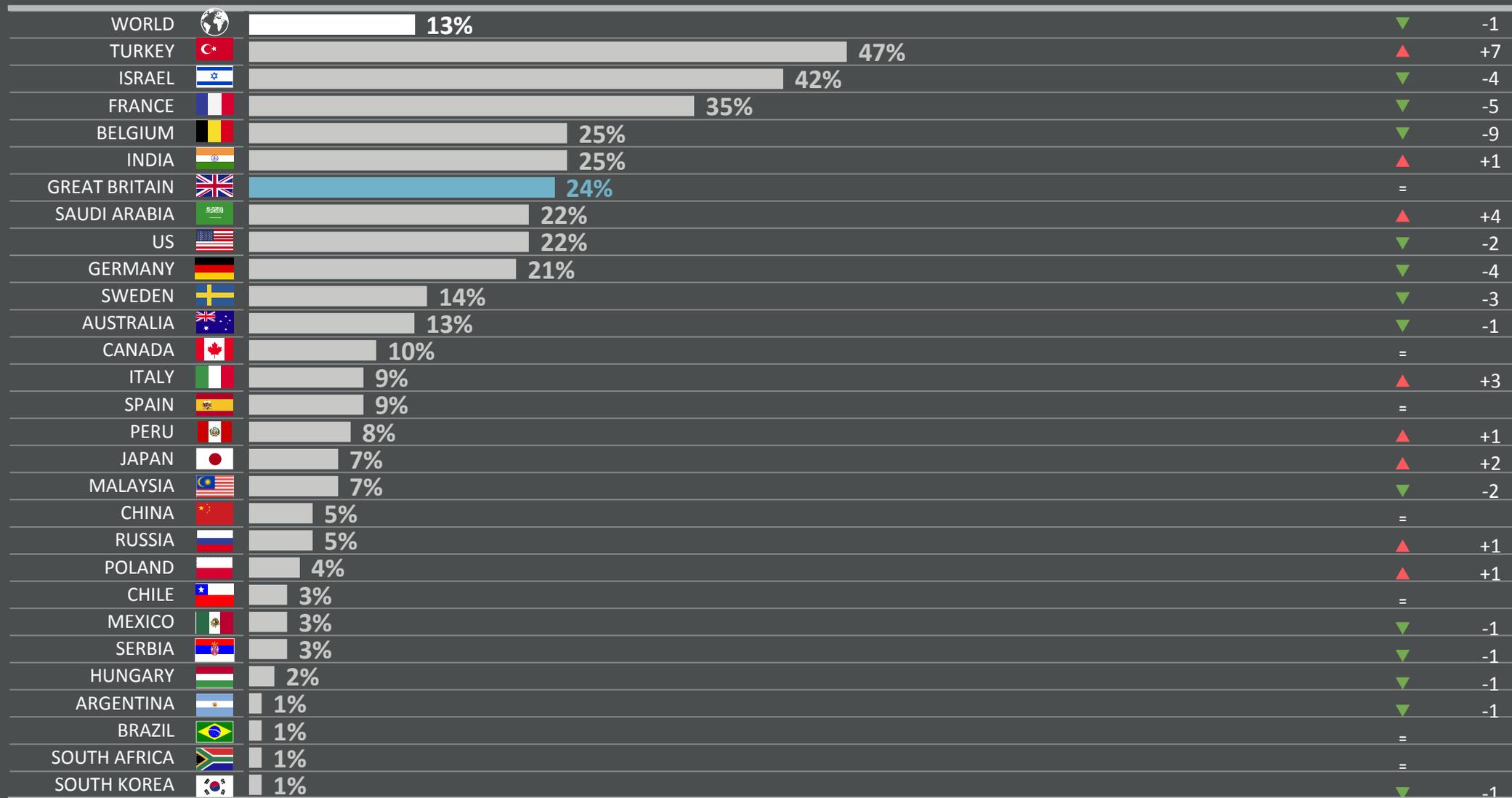
5 | TERRORISM

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

# WORLD WORRIES

# COUNTRY COMPARISON

Country comparison of all 17 concerns



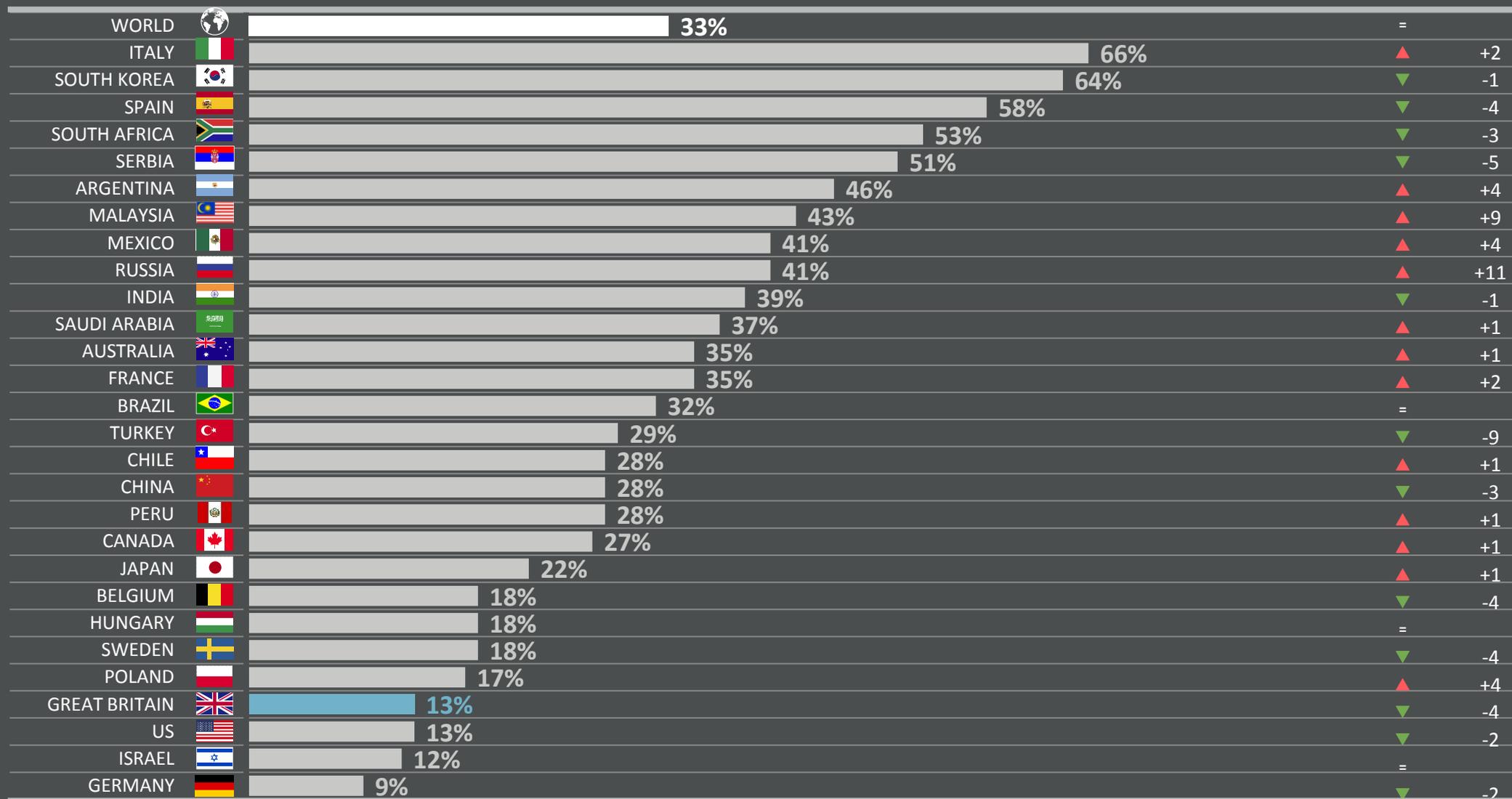
1 | UNEMPLOYMENT AND JOBS

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

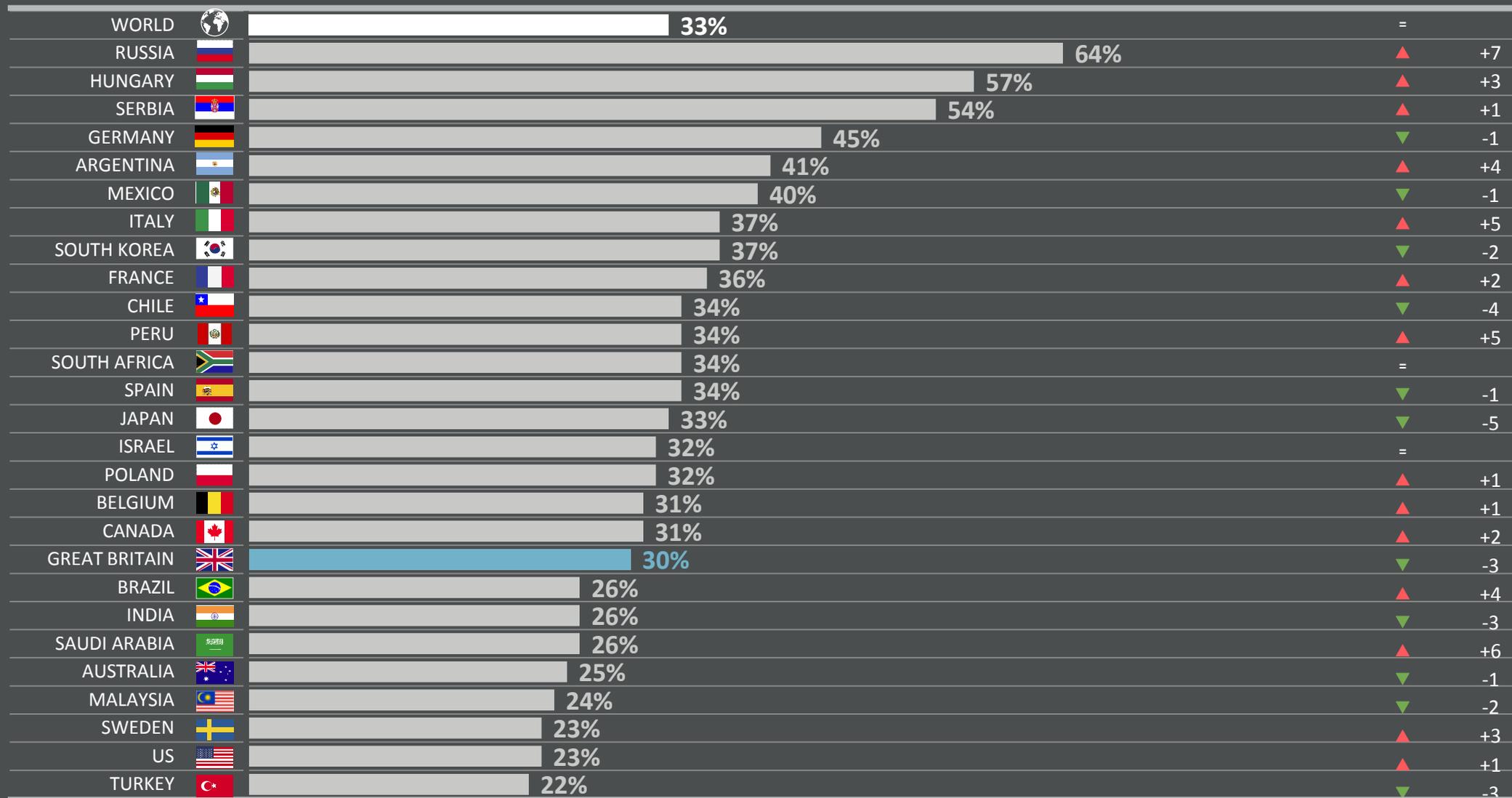
2 | POVERTY & SOCIAL INEQUALITY

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

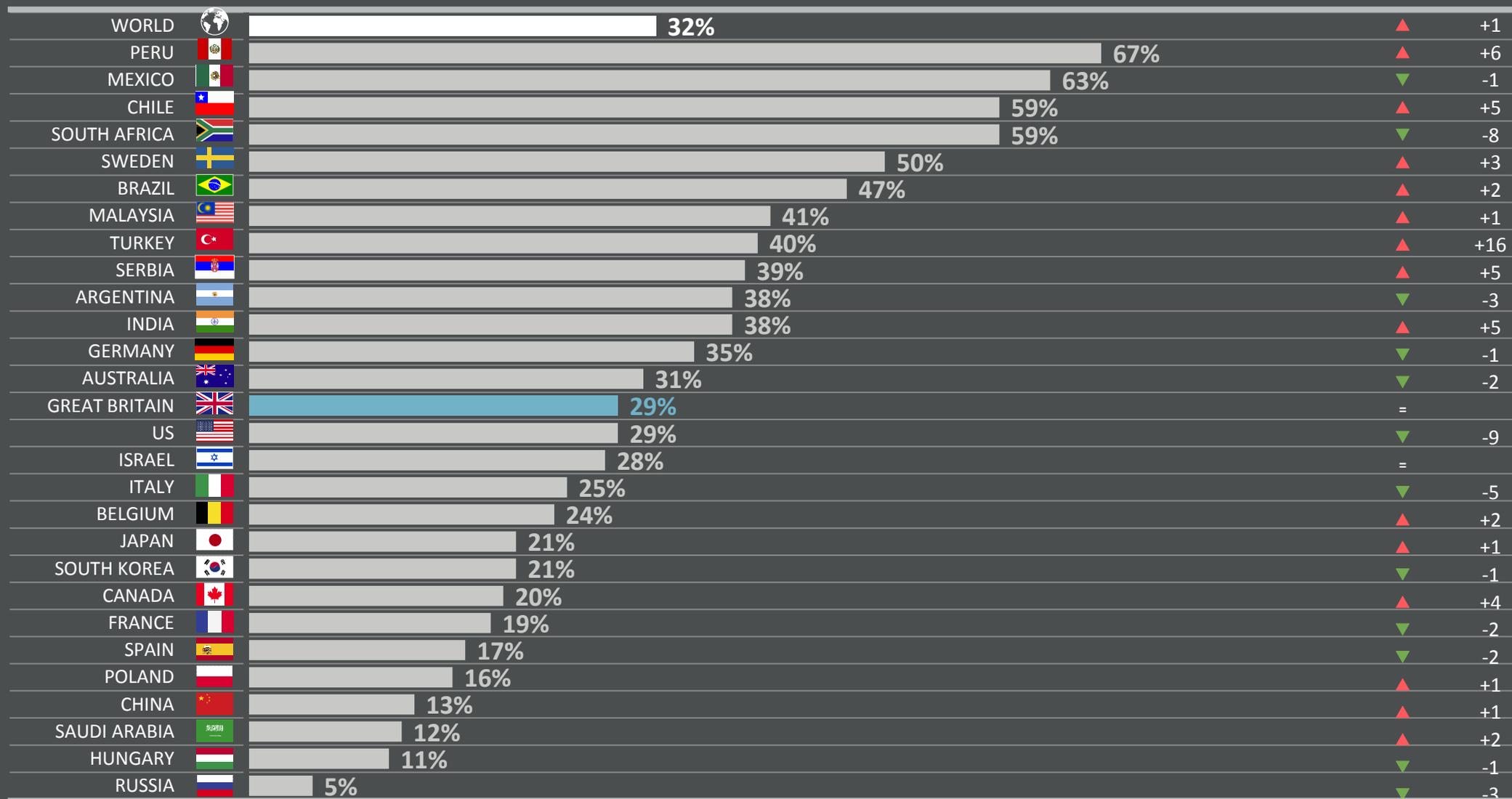
3 | CRIME & VIOLENCE

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

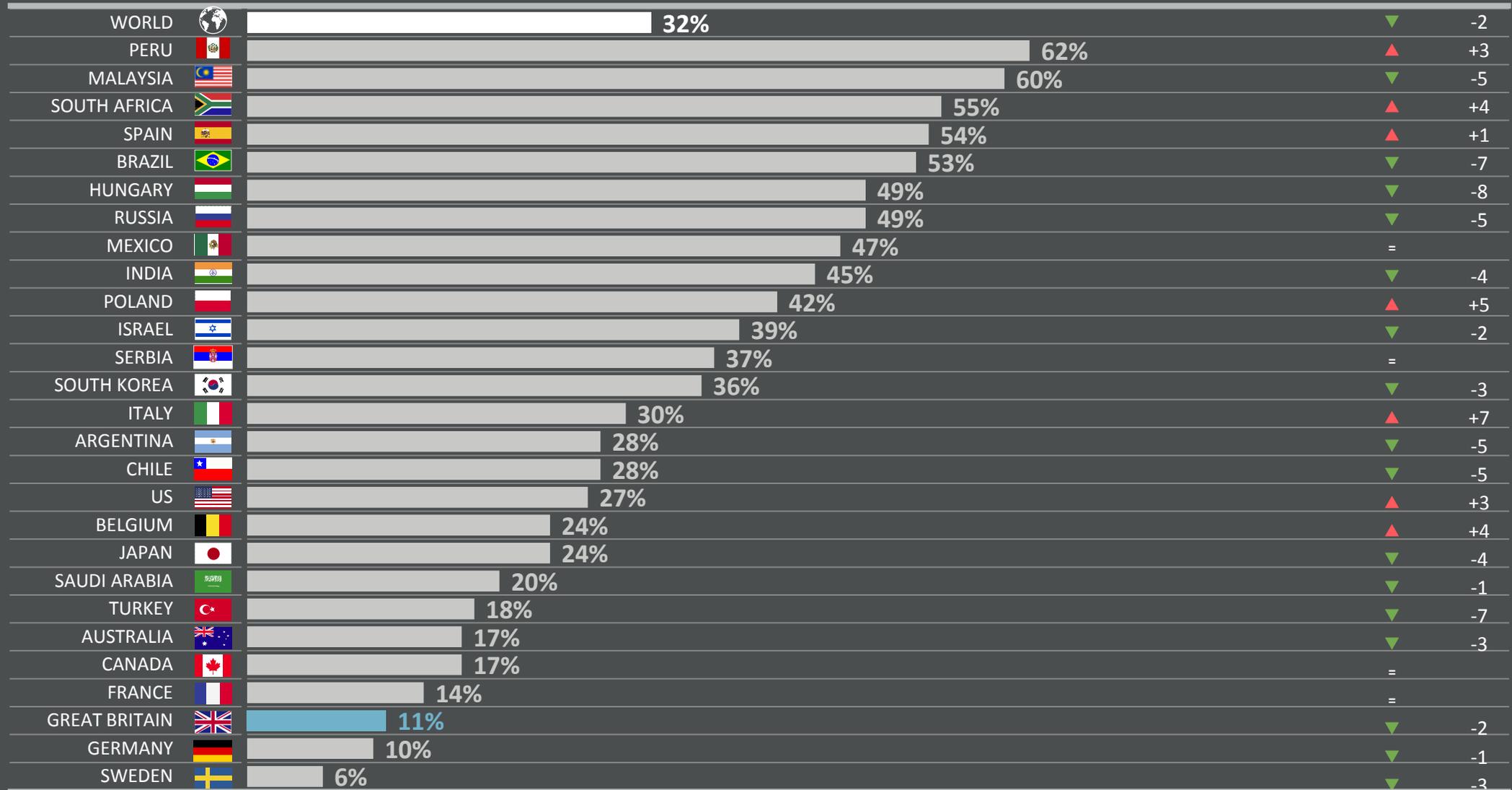
4 | FINANCIAL/POLITICAL CORRUPTION

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

5 | HEALTHCARE

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018

Country	July 2018 (%)	June 2018 (%)	% Change
WORLD	24%	=	=
HUNGARY	71%	=	+4
POLAND	56%	=	=
BRAZIL	45%	=	+4
GREAT BRITAIN	44%	=	+4
CANADA	38%	=	+2
SERBIA	38%	=	-2
CHINA	37%	=	+5
US	33%	=	-4
RUSSIA	31%	=	-2
SWEDEN	31%	=	+3
AUSTRALIA	29%	=	+3
SPAIN	21%	=	-4
BELGIUM	20%	=	+4
CHILE	20%	=	-4
FRANCE	18%	=	+1
JAPAN	18%	=	+1
SAUDI ARABIA	16%	=	+1
GERMANY	15%	=	+2
SOUTH AFRICA	15%	=	=
ISRAEL	14%	=	-1
ITALY	12%	=	-5
PERU	12%	=	-4
INDIA	10%	=	-6
ARGENTINA	8%	=	+3
MEXICO	8%	=	-1
MALAYSIA	6%	=	-2
SOUTH KOREA	6%	=	+1
TURKEY	2%	=	=

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

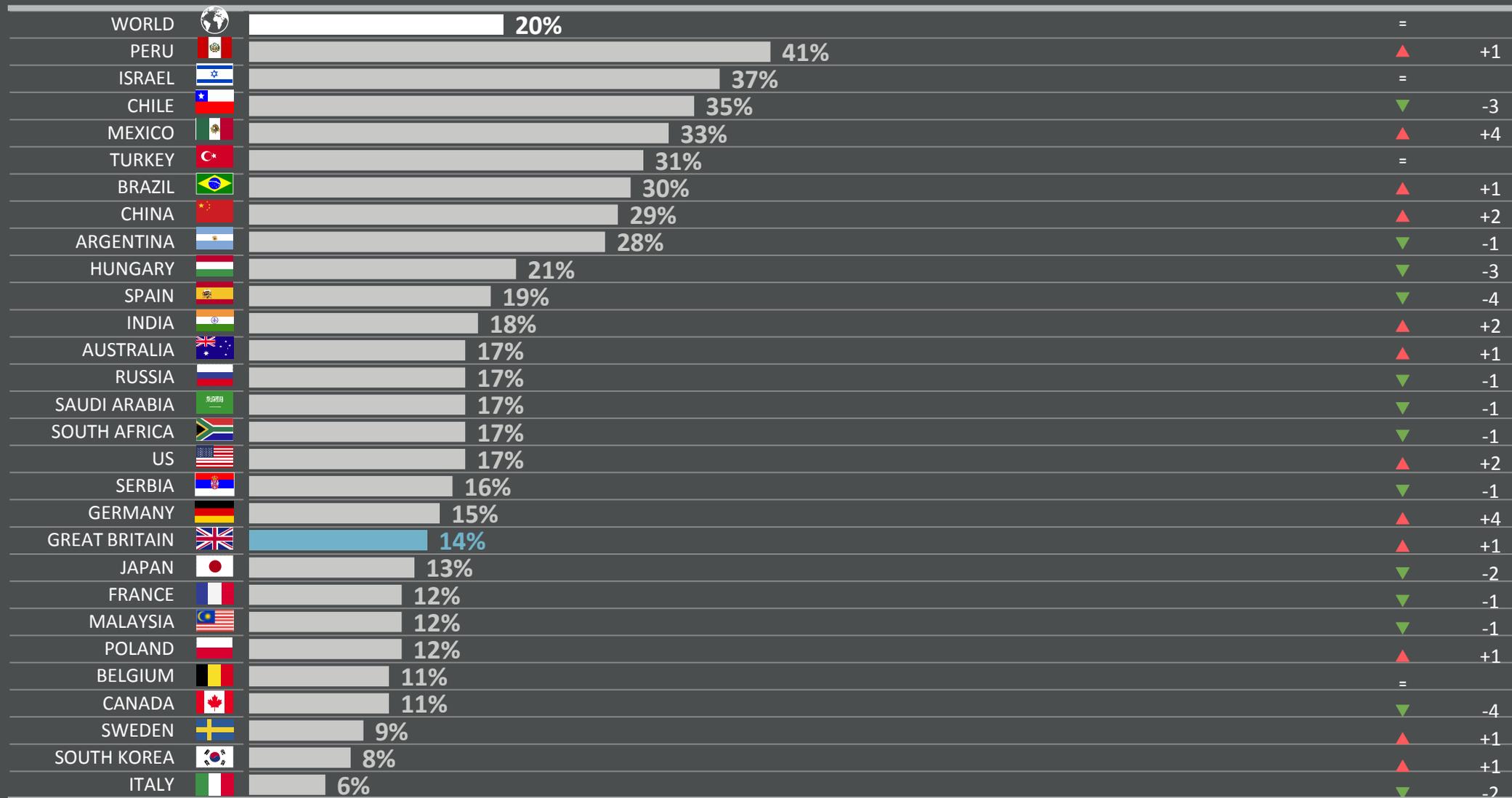
6 | EDUCATION

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

7 | TAXES

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018

Country	July 2018 (%)	Jun 2018 (%)	% change
WORLD	18%	-	-1
BELGIUM	35%	-	+6
POLAND	34%	-	+3
ITALY	33%	-	-5
SAUDI ARABIA	33%	-	+1
CANADA	31%	-	-3
FRANCE	28%	-	+1
JAPAN	28%	-	+4
BRAZIL	25%	-	-8
ISRAEL	23%	-	+3
ARGENTINA	21%	-	-7
SOUTH KOREA	21%	-	+8
RUSSIA	20%	-	+3
SOUTH AFRICA	20%	-	+6
TURKEY	19%	-	-6
AUSTRALIA	16%	-	=
SPAIN	16%	-	+2
US	15%	-	+1
INDIA	14%	-	-3
MALAYSIA	14%	-	=
MEXICO	14%	-	-1
SWEDEN	12%	-	-3
GREAT BRITAIN	10%	-	=
CHILE	8%	-	-1
GERMANY	8%	-	=
HUNGARY	8%	-	+2
SERBIA	6%	-	+1
PERU	4%	-	-7

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

8 | IMMIGRATION CONTROL

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018

Country	July 2018 (%)	Jun 2018 (%)	% change
WORLD	16%		+3
GERMANY	43%		+4
ITALY	35%		+5
SWEDEN	33%		+2
CHILE	31%		+10
FRANCE	31%		+8
US	31%		+10
BELGIUM	30%		+2
CANADA	28%		+1
GREAT BRITAIN	25%		+1
AUSTRALIA	23%		=
SPAIN	22%		+13
TURKEY	18%		+5
ISRAEL	16%		+3
MALAYSIA	11%		=
SOUTH KOREA	8%		+7
HUNGARY	7%		-2
JAPAN	7%		-1
POLAND	7%		+3
PERU	7%		=
SOUTH AFRICA	7%		+2
SAUDI ARABIA	5%		=
SERBIA	5%		+2
ARGENTINA	4%		=
RUSSIA	4%		-1
CHINA	3%		+2
INDIA	3%		=
MEXICO	2%		+1
BRAZIL	1%		=

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

9 | MORAL DECLINE

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018

Country	July 2018 (%)	Jun 2018 (%)	% change
WORLD	15%		-1
CHINA	37%		+1
MALAYSIA	31%		+9
JAPAN	26%		-1
US	25%		=
SERBIA	24%		-4
SAUDI ARABIA	20%		=
SOUTH KOREA	18%		-1
GERMANY	17%		-1
POLAND	17%		+2
SWEDEN	17%		+4
AUSTRALIA	16%		+1
GREAT BRITAIN	15%		-1
ISRAEL	15%		-2
CANADA	14%		+1
FRANCE	13%		=
TURKEY	13%		=
RUSSIA	12%		-3
BELGIUM	11%		-1
INDIA	11%		+1
ITALY	11%		=
ARGENTINA	10%		+2
CHILE	10%		+1
HUNGARY	10%		-5
PERU	8%		-5
SOUTH AFRICA	8%		=
SPAIN	8%		+2
MEXICO	7%		-1
BRAZIL	6%		-2

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

10 | TERRORISM

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018

Country	July 2018 (%)	Jun 2018 (%)	% change
WORLD	13%		-1
TURKEY	47%		+7
ISRAEL	42%		-4
FRANCE	35%		-5
BELGIUM	25%		-9
INDIA	25%		+1
GREAT BRITAIN	24%		=
SAUDI ARABIA	22%		+4
US	22%		-2
GERMANY	21%		-4
SWEDEN	14%		-3
AUSTRALIA	13%		-1
CANADA	10%		=
ITALY	9%		+3
SPAIN	9%		=
PERU	8%		+1
JAPAN	7%		+2
MALAYSIA	7%		-2
CHINA	5%		=
RUSSIA	5%		+1
POLAND	4%		+1
CHILE	3%		=
MEXICO	3%		-1
SERBIA	3%		-1
HUNGARY	2%		-1
ARGENTINA	1%		-1
BRAZIL	1%		=
SOUTH AFRICA	1%		=
SOUTH KOREA	1%		-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

11 | THREATS AGAINST THE ENVIRONMENT

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018

Country	Worried (%)	% change compared with previous month:
WORLD	11%	=
CHINA	45%	▲ +4
GERMANY	19%	▲ +2
INDIA	17%	▲ +3
AUSTRALIA	14%	▲ +2
FRANCE	14%	▼ -2
CANADA	13%	=
CHILE	13%	▲ +3
SOUTH KOREA	13%	▼ -6
BELGIUM	12%	▼ -2
GREAT BRITAIN	12%	▲ +2
SWEDEN	11%	▼ -2
POLAND	10%	▼ -7
SERBIA	10%	▲ +4
US	10%	=
MEXICO	9%	▼ -3
SAUDI ARABIA	9%	▲ +1
JAPAN	8%	▼ -1
TURKEY	8%	▲ +4
ITALY	6%	▼ -1
MALAYSIA	6%	▼ -1
PERU	6%	▼ -1
RUSSIA	6%	▼ -3
BRAZIL	5%	▲ +1
ISRAEL	5%	▲ +1
SOUTH AFRICA	5%	▲ +3
SPAIN	5%	▼ -1
HUNGARY	3%	▲ +1
ARGENTINA	2%	=

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

12 | INFLATION

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018

Country	July 2018 (%)	Jun 2018 (%)	% change
WORLD	11%		-1
ARGENTINA	61%		+6
CHINA	30%		-2
TURKEY	28%		=
RUSSIA	18%		-4
MALAYSIA	16%		-8
SAUDI ARABIA	13%		-1
SOUTH AFRICA	13%		-3
AUSTRALIA	12%		-1
CANADA	12%		-4
MEXICO	12%		-1
INDIA	9%		-3
SOUTH KOREA	9%		-2
BRAZIL	8%		-3
GREAT BRITAIN	7%		-3
JAPAN	7%		+1
PERU	6%		-2
SWEDEN	6%		+3
US	6%		+1
BELGIUM	5%		=
FRANCE	5%		=
CHILE	4%		-1
HUNGARY	4%		-1
POLAND	4%		-3
SPAIN	4%		+2
GERMANY	3%		-1
ITALY	3%		-2
ISRAEL	2%		=
SERBIA	2%		=

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

13 | CLIMATE CHANGE

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018

Country	July 2018 (%)	Jun 2018 (%)	% change
WORLD	10%		+1
CHINA	26%		+1
CANADA	21%		+1
JAPAN	20%		+7
AUSTRALIA	18%		+3
GERMANY	17%		-1
SAUDI ARABIA	16%		+3
BELGIUM	15%		+2
INDIA	15%		+1
US	13%		=
GREAT BRITAIN	12%		+3
FRANCE	11%		-1
SWEDEN	10%		-4
CHILE	9%		+2
MEXICO	7%		-1
PERU	7%		+2
SOUTH KOREA	7%		-4
SPAIN	7%		-2
HUNGARY	6%		+1
POLAND	6%		-1
ITALY	5%		+1
TURKEY	5%		-1
SERBIA	4%		=
ISRAEL	3%		=
RUSSIA	3%		-1
ARGENTINA	2%		=
BRAZIL	1%		=
MALAYSIA	1%		-2
SOUTH AFRICA	1%		-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

14 | RISE OF EXTREMISM

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018

Country	July 2018 (%)	Jun 2018 (%)	% Change
WORLD	9%	=	=
SWEDEN	27%	+6	▲
GERMANY	19%	-3	▼
BELGIUM	18%	-5	▼
GREAT BRITAIN	17%	-3	▼
US	16%	+2	▲
FRANCE	15%	-3	▼
MALAYSIA	13%	+2	▲
ISRAEL	12%	-3	▼
POLAND	12%	+1	▲
AUSTRALIA	11%	+2	▲
HUNGARY	11%	+5	▲
INDIA	11%	+5	▲
CANADA	10%	+3	▲
TURKEY	10%	-1	▼
ITALY	7%	+1	▲
SOUTH KOREA	7%	+1	▲
SAUDI ARABIA	6%	-1	▼
SPAIN	6%	-1	▼
CHILE	4%	-1	▼
ARGENTINA	3%	+1	▲
BRAZIL	3%	=	=
JAPAN	3%	-1	▼
RUSSIA	3%	=	=
SERBIA	3%	=	=
SOUTH AFRICA	3%	-1	▼
MEXICO	2%	+1	▲
PERU	1%	=	=

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

15 | MAINTAINING SOCIAL PROGRAMMES

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018

Country	July 2018 (%)	Jun 2018 (%)	% change
WORLD	9%	=	=
JAPAN	35%	+1	▲
CHINA	26%	-2	▼
SWEDEN	22%	+1	▲
SOUTH KOREA	19%	-2	▼
GREAT BRITAIN	18%	+1	▲
POLAND	15%	-2	▼
RUSSIA	12%	+3	▲
SPAIN	12%	+2	▲
SAUDI ARABIA	10%	+1	▲
AUSTRALIA	9%	-1	▼
BELGIUM	8%	=	=
CANADA	8%	=	=
HUNGARY	8%	+2	▲
ITALY	8%	+1	▲
GERMANY	7%	+1	▲
US	7%	-1	▼
ISRAEL	5%	-2	▼
INDIA	4%	+1	▲
MALAYSIA	4%	+2	▲
SERBIA	4%	=	=
ARGENTINA	3%	-1	▼
BRAZIL	3%	+2	▲
CHILE	3%	-2	▼
FRANCE	3%	-1	▼
MEXICO	2%	=	=
SOUTH AFRICA	2%	+1	▲
PERU	1%	-1	▼
TURKEY	*	-4	▼

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

16 | CHILDHOOD OBESITY

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018

Country	July 2018 (%)	Jun 2018 (%)	% Change
WORLD	4%	=	=
SAUDI ARABIA	13%	-1	▼
POLAND	8%	-2	▼
CHILE	7%	-1	▼
GREAT BRITAIN	7%	+1	▲
AUSTRALIA	6%	-2	▼
CHINA	5%	-3	▼
ISRAEL	5%	=	=
SWEDEN	5%	+1	▲
TURKEY	5%	+1	▲
CANADA	4%	=	=
HUNGARY	4%	+1	▲
INDIA	4%	=	=
MEXICO	4%	-1	▼
SERBIA	4%	-1	▼
BELGIUM	3%	=	=
GERMANY	3%	-1	▼
MALAYSIA	3%	-1	▼
PERU	3%	=	=
RUSSIA	3%	+1	▲
US	3%	=	=
BRAZIL	1%	=	=
FRANCE	1%	-1	▼
ITALY	1%	=	=
JAPAN	1%	=	=
SOUTH AFRICA	1%	+1	▲
SPAIN	1%	-1	▼
ARGENTINA	*	-1	▼
SOUTH KOREA	*	-1	▼

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

17 | ACCESS TO CREDIT

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018

Country	Worried (%)	% change compared with previous month:
WORLD	2%	=
HUNGARY	8%	▲ +5
CHINA	6%	▼ -2
SAUDI ARABIA	5%	=
RUSSIA	4%	=
AUSTRALIA	3%	=
CHILE	3%	=
SOUTH KOREA	3%	▲ +2
ARGENTINA	2%	=
BELGIUM	2%	=
GERMANY	2%	▲ +1
GREAT BRITAIN	2%	▲ +1
INDIA	2%	=
ISRAEL	2%	▲ +1
ITALY	2%	=
MALAYSIA	2%	=
MEXICO	2%	▲ +1
POLAND	2%	▼ -1
TURKEY	2%	▲ +1
BRAZIL	1%	=
CANADA	1%	▼ -1
FRANCE	1%	=
JAPAN	1%	▼ -1
PERU	1%	=
SOUTH AFRICA	1%	=
SPAIN	1%	=
SWEDEN	1%	▼ -2
US	1%	=
SERBIA	*	▼ -1

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor



# METHODOLOGY

## METHODOLOGY

The survey is conducted monthly in 28 countries around the world via the Ipsos Online Panel system. The countries included are Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

An international sample of 19,743 adults aged 18-64 in Canada, Israel and the US, and aged 16-64 in all other countries, were interviewed between June 22nd 2018 and July 6th 2018.

Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, India, Israel, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample of approximately 500+.

Weighting has been employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country census data.

A survey with an unweighted probability sample of this size would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points for a 500 sample 19 times out of 20.

In 17 of the 28 countries surveyed internet penetration is sufficiently high to think of the samples as representative of the wider population within the age ranges covered: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Israel, Italy, Japan, Poland, Serbia, South Korea, Spain, Sweden, Great Britain and United States.

Brazil, Chile, China, India, Malaysia, Mexico, Russia, Peru, Saudi Arabia, South Africa and Turkey have lower levels of internet penetration and so these samples should not be considered nationally representative, and instead be considered to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.



# APPENDIX

FOR MORE INFORMATION

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